

ABSTRACT OF THE DISCLOSURE

There are provided a method of forming an image on a card and an apparatus therefor, which are capable of properly carrying out printing of an image on a card and protection of the printed image in a simplified manner without changing the size of the card. A card is used which has an ink-fixing layer laminated on a surface of a substrate layer and an ink image-receiving layer peelably laminated on a surface of the ink-fixing layer. An image is printed on the card, while feeding the card, by an ink jet printing method using a sublimable dye ink. The card printed with the image is conveyed to a heating source, and subjected to heat treatment by the heating source to cause diffusion of the sublimable dye ink held in the ink image-receiving layer in the ink-fixing layer, and color development to form an image. The ink image-receiving layer is peeled off the card after the heat treatment.